



April 2019

Outreach Highlights Report

TWITTER

82 tweets

2,369 profile visits

23 new followers

CONTENT HIGHLIGHTED

- National Heritage Area designation celebration
- April 2019 Council + DPIIC meetings
- DPIIC blog by Susan
- Past and current Council funded Delta science studies
- #Aprilfools, #creekweek, #earthday, and #adminprofessionalsday
- California Water Policy Conference (San Diego) + SciTalk (Portland)
- Anne J. Schneider lecture
- Public participation survey

TAKE HOME MESSAGE

Much of this month's content was event based, showing Council staff and executives engaging in a variety of Delta/water events, meetings, and conferences. Tweets included high quality photos that showcased people, relationships, and community collaboration above all.



TOP TWEET – 4,778 impressions

Top Tweet earned 6,433 impressions

Whoa everyone, major #fangirl moment. 🤩

The real @scifri IS HERE at #SciTalk19!
This is me with their Events Producer,
@funkminister. 🐼

#scifri pic.twitter.com/dfPj35CrZJ



1 2 17

FACEBOOK

16 posts

214 profile visits

3 new followers



TAKE HOME MESSAGE

Delta science was a hot topic on Facebook this month! The post with the highest reach (97 people) announced the final report from the Biological Goals Independent Scientific Advisory Panel.

The post that drove the most profile visits (69) was Kate's second #sciencefriday takeover. These numbers show a growing interest in science among our Facebook audience.

INSTAGRAM

12 posts

94 profile visits from posts

4 new followers



TAKE HOME MESSAGE

We used Planoly to recreate a cohesive grid this month to enhance agency branding. Planoly's StoriesEdit was found to be inefficient for creating stories. May 2019 will bring a smoother process.

LINKEDIN

5 posts

91 profile visits

6 new followers



TAKE HOME MESSAGE

Our most liked post showed Cori Flannery with Anthony Navasero and Jessica Pearson at the California Water Policy Conference. Tagging those in photos continues to increase reach.

GOOGLE ANALYTICS

19,517 pageviews

14,834 unique pageviews

Average time on page: 2 minutes, 4 seconds

46% bounce rate

33% exit rate

Communications + IT staff began ongoing efforts toward increased accessibility + SEO this month.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage
- Delta Science Program
- Delta Plan
- Council meetings
- Councilmembers

POPULAR WEB PAGES THIS MONTH

- April 2019 Council meeting materials
406 pageviews | 321 unique views
- Delta science joint proposal solicitation
397 pageviews | 258 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 3,438 users this month...



Desktop 80 % | 2,762 people



Mobile 15% | 517 people



Tablet 5% | 159 people

LISTSERV

9 listservs sent

17% open rate

2% click rate

20 new subscribers

New subscriber monthly average: 97

HIGHEST OPEN RATE

- State, Federal Agencies Fund Nearly \$10 Million in New Delta Science Studies
18% | 597 people

HIGHEST CLICK RATE

- State, Federal Agencies Fund Nearly \$10 Million in New Delta Science Studies
4% | 143 people



MEETING WEBCAST

2 meetings | Council + DPIIC

Council meeting: 158 unique live viewers

DPIIC: 114 unique live viewers

On average, each monthly Council meeting receives ~320 archived views.